

Home Furnishings Calendar 1949

JANUARY

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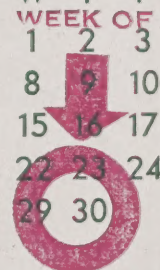
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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 1- July 9	NATIONAL ICED TEA WEEK. CONTACT: THE TEA BUREAU, 500 FIFTH AVENUE, NEW YORK 18, N. Y.		
Friday July 1	NEW MAGAZINE OUT A new quarterly publication devoted to the bride will be on the newsstands on this date. In its first issue it will present a preview of bridal merchandise for fall - home furnishings, gifts, fashions and a broad range of incidental commodities. Editor will be Marjorie Binford Woods; home furnishings editor is Elizabeth Hillyer. The editorial staff will make its headquarters in Chicago. Publicity: Sol Zatt, Ziff-Davis Publishing Co., 350 Fifth Avenue, N.Y.C., WI. 7-0400.	MODERN BRIDE	350 FIFTH AVENUE
July 3-8	SANTA FE MERCHANDISE MART GIFT SHOW, DALLAS, TEXAS.		
<u>WEEK BEGINNING MONDAY, JULY 4, 1949</u>			
July 4	INDEPENDENCE DAY (Monday).		
Monday July 4	THE AMERICAN FURNITURE MART AND THE MERCHANDISE MART WILL BE CLOSED TO BUYERS ON THIS DATE. THEY WILL BE OPEN ONLY TO TENANTS AND EXHIBITORS.		
July 5- July 16	INTERNATIONAL HOME FURNISHINGS MARKET. MERCHANDISE MART AND FURNITURE MART, CHICAGO, ILLINOIS.		
Tuesday July 5	TRADE AND PRESS SHOWING The trade and press are invited to view a new collection of sculptured lamps and decorative accessories in ceramics, woods and metals, designed in part by Heifetz and in part by Ben Fischer. Showing will continue to July 9. Contact: Stanley S. Lehman, Room 12-119, Merchandise Mart, Chicago, Illinois, MO. 4-0050. This same exhibit will be previewed on Tuesday, July 19, before the California Market, in the Brack Shops, Los Angeles, California. Contact: Bess Lee Lane, 1002 Brack Shops, Los Angeles, California. Publicity: Hilda Kassell, PL. 9-2917.	THE HEIFETZ CO.	CHICAGO MERCH. MART ROOM 12-119
Tuesday July 5 9:00 A.M.- 11:00 A.M.	PRESS CONFERENCES Press conferences will be held during the first week of the Furniture Market at 9 A.M., <u>Furniture and Bedding</u> . Speakers: G. D. Wrightson of Simmons Company, W. L. Davis of Davis Cabinet Company, W. A. Tomlinson of Tomlinson of High Point, William Davidson of Davidson Ltd. At 10 A.M., <u>What's New in Design</u> . Speakers: Edward J. Wormley, designer, William Burton of United Wallpaper, Inc., Dorothy Liebes, designer of hand-woven textiles. Contact: Robert B. Johnson, Merchandise Mart, Chicago 54, Illinois.	MERCHANDISE MART	MERCH. & MFRS. CLUB

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 5 11:30 A.M.	PRESS SHOWING: NEW WALLPAPERS Ben Rose's first collection of wallpapers, correlated with his hand-screened decorative fabrics, will be introduced to the Chicago and visiting press. Luncheon will follow the showing. Chicago Contact: Franklin S. Fisher, AN. 3-7128; Publicity: Franklin Fisher & Associates, 214 East 41st Street, New York, N.Y., MU. 2-1983.	BEN ROSE TEXTILES AND WALLPAPERS	314 N. MICHIGAN CHICAGO, ILL.
Tuesday July 5- July 16	MODERN FURNITURE Three groups of modern wrought iron furniture, designed by Tommi Parzinger, will be shown against appropriate backgrounds in the Salterini showroom. Furniture is for bedroom, living room and dining room and while made basically of wrought-iron also utilizes glass, wood and foam rubber upholstery. Publicity: Harold J. Siesel Co., EL. 5-0138.	JOHN B. SALTERINI	GRAND RAPIDS
Tuesday July 5- July 16	DISPLAY OF NEW FURNITURE LINE Singer's new line of traditional and contemporary upholstered furniture and cabinet pieces will be shown at the Furniture Market. Contact: Mr. Hayward Singer, Room 619, Merchandise Mart, Chicago 54, Illinois; Publicity: Hilda Kassell, PL. 9-2917.	M. SINGER & SONS	ROOM 619 MDSE. MART, CHICAGO, ILL.
Tuesday July 5- July 16	NEW UPHOLSTERED PIECES TO BE SHOWN These manufacturers will introduce an important group of newly designed directional modern upholstered pieces during the Market. Their permanent New York showroom will open July 18 at 150 East 35th Street, Suite 340. OR. 9-2712.	CUSTOM CRAFT INC. WINCHENDON MFG. CO.	CONGRESS HOTEL CHICAGO, ILLINOIS
Tuesday July 5- July 16	NEW FABRICS AND DESIGNS Four new qualities of carpet are included among the 54 new summer market items to be shown by this firm. They will also display a new "Country-side Collection" of Provincial patterns styled to harmonize with documentary prints in wallpaper and fabrics and with informal furniture such as Early American, French Provincial and Pennsylvania Dutch. Publicity: Wilmer D. Cressman, Norristown (Pa.) 2600.	JAMES LEES & SONS CO. BRIDGEPORT, PENNA.	MERCHANDISE MART CHICAGO, ILLINOIS
Tuesday July 5- July 16	PREVIEW OF NEW TELEVISION LINE A national preview of the Pathe Television line will be held in the French Room of the Blackstone during the summer market. The eastern showing of the line will be held at the New Yorker beginning July 25 to coincide with the 1949 Music Industry Trade Show. Contact: Harley R. Wall, vice-president in charge of sales, Pathe Television Corp., Publicity: Samuel Olchak, 5302-98 Second Avenue, Brooklyn, 32; N.Y.	PATHE TELEVISION CORP. 5302-98 2ND AVE., BKLYN.	BLACKSTONE HOTEL CHICAGO, ILLINOIS
Tuesday July 5- July 16	NEW FURNITURE PIECES Edward J. Wormley has added 36 new pieces to the Dunbar line for this market. A group of tables using metal for structural framework and glass and wood for shelves is of particular interest. Publicity: Harold J. Siesel Company, EL. 5-0138.	DUNBAR FURNITURE MFG. CO.	CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 5- July 16	SUMMER FURNITURE MARKET, WATERS AND EXHIBITORS BUILDINGS, GRAND RAPIDS, MICHIGAN.		
Tuesday July 5- July 16	OPEN TO THE TRADE DURING MARKET Members of the trade are cordially invited to visit the showrooms of Modern Venetian Blinds, Inc., during the Furniture Market and the Curtain and Drapery Show. At this time "Tropical" and "Broadweave" screens in six striking new color tones and one unpainted version will be seen for the first time. Contact: Nat Schwartz, Room 10-102, Merchandise Mart, Chicago. Publicity: Hilda Kassell, PL. 9-2917.	MODERN VENETIAN BLINDS 261 FIFTH AVENUE	ROOM 10-102 MERCHANDISE MART
Tuesday July 5- July 16	NEW UTENSIL LINE TO BE INTRODUCED A complete new line of stainless steel kitchen utensils with thick aluminum bottoms will be shown at the Market by this concern. They are being introduced to the trade this month. The line consists of 10 pieces, with cool, non-slip handles that withstand oven heat, and is adapted to regular or "waterless" cookery. Contact: Robert B. Johnson, Room 262, The Merchandise Mart, Chicago 54, Illinois.	S. W. FARBERWARE FOURTEENTH FLOOR	MERCHANDISE MART CHICAGO, ILLINOIS
Tuesday July 5- July 16	NEW CARPET DESIGNS TO BE INTRODUCED During the Furniture Market in Chicago, decorator-type carpeting at budget prices will keynote the new designs to be introduced by this firm. New textures and colors are included. Publicity: Emily Purcell, Alexander Smith & Sons Carpet Co., 295 Fifth Avenue, MU. 9-1300.	ALEXANDER SMITH & SONS CARPET COMPANY	ROOM 1814 MERCHANDISE MART
Tuesday July 5- July 16	MODEL ROOM DISPLAY A series of model rooms designed by Dorothy Draper, Inc. will contain furniture groupings specially intended for interior use. Among them is a group of tables created by Dorothy Draper, Inc. A new group of fabrics and wallpapers inspired by the Hawaiian Islands designed by this same firm for F. Schumacher & Co. will be featured on the furniture. Publicity: Harold J. Siesel Company, EL. 5-0138.	FICKS REED SHOWROOM	GRAND RAPIDS
Tuesday July 5- July 17	SPECIAL EXHIBIT OF FABRICS, WALLPAPER, ETC. A special exhibition of contemporary fabrics, hand-screened wallpaper, sculpture, glassware and ceramics will be on view in the showrooms of the Herman Miller Furniture Co. on the six floor of the Merchandise Mart. A public showing of the same merchandise may be seen at the Boyd-Britton Store, 59 E. Walton, Chicago, from July 5 to 29. This will also be staged by the Gallery Studios. Publicity: Alfred Auerbach Associates, 130 West 57th Street, New York 19, N.Y., CO. 5-7803.	GALLERY STUDIOS 161 E. ONTARIO, CHICAGO	HERMAN MILLER MERCHANDISE MART
Tuesday July 5- August 12	SUMMER WORKSHOP IN RADIO & TELEVISION A professional course in radio and television is offered by N.Y.U. Applications are competitive and enrollment is limited. Address: The Director, Summer Workshop in Radio & Television, New York University, 100 Washington Square East, New York, N. Y.	NEW YORK UNIVERSITY	STUDIOS, 100 WASHINGTON SQ., E.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 5- August 13	TROPICAL FLOWER DISPLAY An unusual display of tropical flowers and fern wood trees will greet visitors to the Merchandise Mart in Chicago during the July Market. The entire lobby and main floor of the Mart will be a tropical display which will remain during the gift ware market from August 1 to 13. Over 50,000 Hawaiian orchids will be given away to buyers, the press and visiting officials. Flowers of Hawaii, Inc., has leased a space in the Mart for the two-month market period. Publicity: Robert B. Johnson, Room 262, The Merchandise Mart, Chicago 54, Illinois.	FLOWERS OF HAWAII	MERCHANDISE MART
Wednesday July 6 9:00 A.M.- 11:00 A.M.	PRESS CONFERENCES At 9 A.M., <u>Floorcoverings</u> . Speakers: W. C. Hammel of Alexander Smith & Sons Carpet Company and J. Stokes Clement, Sandura Company, Inc. At 10 A.M., <u>Window Fabrics, Linens and Bedcoverings</u> . Speakers: Arthur H. Dick of Louisville Textiles, Inc., W. S. Horn of Burlington Decorative Fabrics Corp., Paul Roberts of Corley Curtain Corp. Contact: Robert B. Johnson, Merchandise Mart, Chicago 54, Illinois.	MERCHANDISE MART	MERCH. & MFRS. CLUB
Wednesday July 6 Luncheon	SEMI-ANNUAL LUNCHEON The semi-annual furniture market luncheon of the Fashion Group of Chicago will have as its speaker Edgar Kaufmann, Jr., of the Museum of Modern Art. Contact: Lucille Knoche, 450 East Ohio St., Chicago 11, Illinois.	FASHION GROUP OF CHICAGO	CLUB ROOM MERCHANDISE MART
July 6- July 13	NATIONAL HOME LAUNDERING WEEK. AMERICAN WASHER AND IRONER MANUFACTURERS ASS'N., CHICAGO, ILLINOIS.		
Thursday July 7 9:00 A.M.- 11:00 A.M.	PRESS CONFERENCES At 9 A.M., <u>Housewares & Appliances</u> . Speakers: W. E. O'Brien of Toastmaster Products Division, McGraw Electric Company, W. A. Blees of Avco Mfg. Company, Crosley Division, John Pankow of Detroit Michigan Stove, M. S. Bandoli of Tracy Mfg. Co. At 10 A.M., <u>Radio & Television</u> . Speakers, J. W. Craig, of Avco Mfg. Company, Crosley Division, Jules Herbuveaux of NBC's Central Division. Contact: Robert B. Johnson, Merchandise Mart, Chicago 54, Illinois.	MERCHANDISE MART	MERCH. & MFRS. CLUB
Friday July 8 8:00 A.M.	HOME FASHION TIME BREAKFAST During the July Market a Home Fashion Time breakfast will be held to present a dramatic presentation of the retailer plan book and the special merchandise kit. Publicity: John F. Dempsey, Home Furnishings Industry Committee, 666 Lake Shore Drive, Chicago 11, Illinois.	HOME FURNISHINGS INDUSTRY COMMITTEE	FURNITURE CLUB AM. FURN. MART
Friday July 8 9:00 A.M.- 11:00 A.M.	PRESS CONFERENCES At 9 A.M., <u>Lamps and Lighting</u> . Speakers: J. O. White, of Mantle Lamp Co. of America, Inc., Lawrence Rosenfeld, L. Rosenfeld & Co., Inc. At 10 A.M., <u>Conference with Retailers</u> . Speakers, David W. Davidson of Marshall Field & Company, C. Cree Gable of C. Cree Gable Store, Muncie, Ind., Robert A. Breuner of The John Brenner Co., Sacramento, Cal., Robert L. Hobart of Sears Roebuck & Company. Contact: Robert B. Johnson, Merchandise Mart, Chicago 54, Illinois.	MERCHANDISE MART	MERCH. & MFRS. CLUB
July 8	PRESS DAY, SUMMER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 10- July 15 9:00 A.M.- 6:00 P.M.	NATIONAL CHINA, GLASS AND POTTERY SHOW The first comprehensive exhibit of major china and glass lines since the war will be held on the 5th, 6th and 7th floors of the New Yorker. One hundred and fifty rooms have been reserved for this market event which will display china, glass and pottery, both domestic and imported. On Sunday, July 10, the show will be open from 1 P.M. to 6 P.M.; thereafter from 9 A.M. to 6 P.M. Contact: George F. Little Management, Inc., 220 Fifth Avenue, MU. 9-7147.	GEORGE F. LITTLE MANAGEMENT, INC.	HOTEL NEW YORKER NEW YORK CITY
July 10- July 15	CURTAIN AND DRAPERY SHOW, HOTEL STEVENS, CHICAGO, ILLINOIS. CONTACT: H. M. WATERS, R.F.D. 1, LANSDALE, PENNSAYLVANIA.		
<u>WEEK BEGINNING MONDAY, JULY 11, 1949</u>			
Monday July 11 Breakfast	BREAKFAST FOR BUYERS Egil Krogh, divisional vice president of Marshall Field & Company and merchandise manager of its budget floor and Helen Laycock, new advertising manager of The Fair Store, Chicago, will be speakers. Mr. Krogh will discuss "Merchandising Under Changing Competitive Conditions" and Miss Laycock will speak on "Advertising and Promotion of Linens, Bedding and Domestic." The breakfast will be held in the Merchants and Manufacturers Club of The Mart. Publicity: Robert B. Johnson, Room 262, Merchandise Mart, Chicago 54, Illinois.	BEDCOVERING & LINEN ASSN.	MERCHANDISE MART
Monday July 11	MEETING SUMMER FURNITURE MFRS. Members of the National Assn. of Summer Furniture Manufacturers will meet to conclude plans for a fall showing of their merchandise. Contact: Robert Ficks, Jr., Ficks-Reed Co., Cincinnati, O.	NATIONAL ASSN.OF SUMMER FURN. MFRS.	PALMER HOUSE CHICAGO, ILL.
July 11- July 14	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDIT., ATLANTA, GA. CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA, GEORGIA.		
Monday July 11- July 15 9:00 A.M.- 5:00 P.M.	NATIONAL HOUSEWARES AND HOME APPLIANCES EXHIBIT Limited to the trade, this manufacturer's exhibit will feature housewares and appliances from all sections of the country and is expected to draw buyers from the United States, Canada and abroad. Contact: A. W. Buddenberg, Executive Secretary, Nat'l Housewares Mfrs. Assn., 1140 Merchandise Mart, Chicago 54, Illinois, DE. 7-8585.	NATIONAL HOUSEWARES MANUFACTURERS ASSN.	AUDITORIUM ATLANTIC CITY, N.J.
Tuesday July 12 4:00 P.M.- 7:00 P.M.	PRESS DISPLAY OF MODEL HOUSE A completely furnished model house, decorated by Paul McCobb for Modern-age, will be on display on this date. This house, part of a planned community, sells for \$17,500 and is one of several different designs, each on a quarter-acre of land. When opened to the public funds will be solicited for the Bergen County Cancer Committee. Guests wishing to see the house will be taken in cars, leaving the offices of Hallam Associates at 10 West 48th Street at 3, 3:45 and 4:30 P.M. Please advise time desired by calling Barbara Hallam, PL. 7-2671.	TANDY & ALLEN BUILDERS	SADDLE-WOOD HILLS HILLSDALE, N. J.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 14 3:00 P.M.- 7:00 P.M.	PRESS PARTY The first line of holloware in "Aural", a solid, golden-hued metal, will be shown to the press on this date. The Americana pattern of "Aural" flatware was introduced last spring in Dream House II and this line is a companion to it. Publicity: Barbara Hallam, Hallam Associates, Inc., PL. 7-2672.	ENGLISHTOWN CRAFTS, INC.	280 FIFTH AVENUE
Thursday July 14 4:30 P.M.	PRESS PARTY NOTE CHANGE OF HOUR. Ronson's newest table lighters will be presented to the press on this date. Several of them will be displayed on tables set by Carole Stupell. By invitation only. Publicity: Helen Shapiro, Yolen, Ross & Salzman, Inc., PL. 9-8620.	RONSON LIGHTERS	THE MADISON
Friday July 15- August 5	COURSE IN DESIGN A course in "Psycho-Design" to be held on four consecutive Fridays starting July 15, at a cost of \$10, will be given by Leopold Kleiner of Kleiner & Rotter, architects, decorators and interior designers. Thirty pupils can be accommodated. Mr. Kleiner, an authority on architecture and related fields, practised for some time in Vienna in association with Joseph Hoffman. He is a student of Sigmund Freud and has applied psychoanalysis to the field of interior decorating and design. "Psycho-Design" is the technique of creating human surroundings to fit the specific personality requirements of the client. Publicity: Richard H. Hoffman, CH, 4-5093.	LEOPOLD KLEINER	35 EAST 64TH STREET
July 17- July 22	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK CITY. CONTACT: H. M. WATERS, R.F.D. 1, LANSDALE, PENNSYLVANIA.		
Friday July 17- July 23	OPEN TO THE TRADE The trade is cordially invited to visit the showrooms of Modern Venetian Blinds, Inc., during the New York Curtain and Drapery Show and Furniture Market. At this time "Tropical" and "Broadweave" screens in six striking new color tones and one unpainted version will be on display. Contact: Irving J. Jacobs, MU. 3-7211; Publicity: Hilda Kassell, PL. 9-2917.	MODERN VENETIAN BLINDS	261 FIFTH AVENUE

ADVANCE DATES AND NOTICES

July 18- July 22	NINTH ANNUAL SUMMER FURNITURE MARKET. CONTACT: ARTHUR M. CARNEY, PACIFIC NORTHWEST FURN. MFRS. ASSN., SEATTLE, WASHINGTON.
July 18- July 23	SUMMER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK. PUBLICITY: MR. LOU SCHNEIDER, MU. 5-1160.
July 18- July 23	NEW YORK CARPET AND FLOOR COVERING MARKET, CARPET INSTITUTE. PUBLICITY: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.
July 18- July 29	SOUTHERN FURNITURE MARKET, EXPOSITION BUILDING, HIGH POINT, N. C. CONTACT: PAUL CASEY, EXPOSITION BUILDING, HIGH POINT, N. C.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 24- July 27 9:00 A.M.- 6:00 P.M.	FIFTH CALIFORNIA CURTAIN & DRAPERY SHOW New textile products such as curtains, draperies, bedspreads, pillows, hand-screened fabrics, shower curtains, Venetian blinds, hardware, trimmings, headboards and allied merchandise will be shown at the Show. There will be an open house during the evening of Monday, July 25 for both buyers and store personnel. Publicity: Worth Larkin-Dick Bean, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15.	LOS ANGELES TRADE FAIR 1151 SO. BROADWAY, L.A.	ALEXANDRIA HOTEL LOS ANGELES, CALIF.
Sunday July 24- July 27	GIFT AND HOUSEWARE SHOW The Michigan Merchandise Show to display gifts and housewares will be held in the Hotel Statler in Detroit on these dates. Showings from 11 A.M. to 9 P.M. daily. Contact: Charles W. Burn, Room 935, 225 Fifth Avenue, New York 10, New York, MU. 6-2631.	MICHIGAN MDSE. SHOW	STATLER, DETROIT
Sunday July 24- July 29	29TH CALIFORNIA GIFT SHOW Gifts, dinnerware, lamps, glass and allied items will be shown with a large number of items tagged "Preview Item" as was done so successfully last season. Contact: W. C. Klingborg, Los Angeles Trade Fair. Publicity: Worth Larkin-Dick Bean, Los Angeles Trade Fair, 1151 South Broadway, Los Angeles 15, California.	L.A. TRADE FAIR, INC. 1151 S. BROADWAY, L.A.	BRACK SHOPS, ETC. LOS ANGELES, CAL.
July 25- July 28	TRADE SHOW AND CONVENTION, HOTEL NEW YORKER AND MANHATTAN CENTER, CONTACT: WM. R. GARD, NATL. ASSN. MUSIC MERCHANTS, 28 E. JACKSON, CHICAGO.		
Monday July 25- July 29	24TH SEMI-ANNUAL SUMMER FURNITURE MARKET The Summer Furniture Market will be held on these dates to coincide, for the convenience of buyers, with the Gift Show and the Curtain and Drapery Market. Publicity: James J. Cowen, L. A. Furniture Mart.	LOS ANGELES FURN. MART 2155 EAST 7TH STREET	LOS ANGELES FURN. MART, LOS ANGELES
Sunday July 31- August 4	GIFT, STATIONERY, TOY, HOUSEWARES SHOW Over 1,000 nationally known lines of china, cooking utensils, cutlery, decorative accessories, electrical appliances, gifts, housewares, lamps, linens, pictures, pottery, and so on will be on display. Contact: Kay Leber, Show Director, Western Merchandise Exhibitors, 1355 Market Street, San Francisco 3, California.	WESTERN MDSE. EXHIBITORS 1355 MARKET STREET	CIVIC AUDITORIUM SAN FRANCISCO, CAL.
August 1- August 5	LINEN TRADE ASSOCIATION LINEN SHOW, HOTEL COMMODORE, NEW YORK CITY CONTACT: MARIE J. PUGLIS, MU. 3-8700.		
August 1- August 12	CHICAGO GIFT SHOW, PALMER HOUSE, CHICAGO. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVE., N.Y.C., MU. 9-7147.		
August 1- August 13	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. CONTACT: ROBERT B. JOHNSON, ROOM 262, MERCHANDISE MART, CHICAGO 54, ILL.		
August 1- August 26	CONFERENCE ON SILVERSMITHING, RHODE ISLAND SCHOOL OF DESIGN, CONTACT: MARGARET CRAVER, R. I. SCHOOL OF DESIGN, PROVIDENCE, R. I.		
August 7 August 10	NEW YORK STATE GIFT SHOW HOTEL STATLER, BUFFALO, NEW YORK.		

DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS

- Thursday
June 30-
Sept. 11
- 20TH CENT. ITALIAN ART MUSEUM OF MODERN ART 11 WEST 53RD ST.
A comprehensive exhibit of the work of 45 artists comprising about 250 paintings, sculptures and graphic works has just opened. In addition to the work of such well-known men as De Chirico, Modigliani, Boccioni and Carra many younger men who have never been shown in this country will be represented. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays, Publicity: Betty Chamberlain, CI. 5-8900.
- Wednesday
July 1
- INCREASED ADMISSION MUSEUM OF MODERN ART 11 WEST 53RD ST.
On this date the admission fee charged will be increased to 44¢, including tax, for adults. The children's rate will remain at 14¢. Neither memberships, which include free admission at all times, nor passes to art students will be affected. Increased costs of operation have made this necessary. Publicity: Betty Chamberlain, CI. 5-8900.
- Wednesday
July 6-
August 21
- EXHIBIT OF WORKS OF ART INSTITUTE MICHIGAN AVE. &
TOULOUSE-LAUTREC OF CHICAGO ADAMS STREET
A summer exhibition of the works of Henri de Toulouse-Lautrec from the permanent collection of the Institute will include nine paintings, eleven watercolors and drawings, 294 prints and posters, four original plates for a color lithograph and the artist's earliest sketch book. Publicity: Peter Pollack, CE. 6-7091.
- July 17-
August 7
- AMERICAN TEXTILES '48.
SAN FRANCISCO MUSEUM OF ART, SAN FRANCISCO, CALIFORNIA.
- August 1-
August 30
- ARTS AND CRAFTS OF MAINE.
WILLIAM A. FARNSWORTH MUSEUM, ROCKLAND, MAINE.
- Tuesday
August 9-
August 10
- GLADIOLUS SHOW HORTICULTURAL SOCIETY ESSEX HOUSE
The annual gladiolus show will be held in the Colonnades Ball Room of The Essex House on these dates. Hours: August 9, 1 to 6 P.M.; August 10, 10 A.M. to 4 P.M. Contact: Elizabeth Peterson, PL. 7-0915.

GIVE-AWAY TELEVISION SHOW

For Dumont Television Network, 515 Madison Avenue, New York 22, N.Y. Prizes valued at \$75 to \$150 or more in merchandise or a prize of \$1000 or more for the running jackpot are solicited from manufacturers for "Cut" a new Dumont Television show which started June 4th. This program runs every Saturday night from 8 to 9 P.M. Participating manufacturers are asked to send a 9" by 12" dull print showing their product mounted on a grey background 15" by 20", with the picture running across the 12" width. The picture should show the prize, the trade brand name and the manufacturer's name and be accompanied by text for a verbal plug. Program will be broadcast in Boston, New Haven, New York, Philadelphia, Baltimore, Washington, D. C. and Pittsburgh. Contact: Prize Manager, Richard S. Robbins, 1133 Broadway, New York 10, N. Y.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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